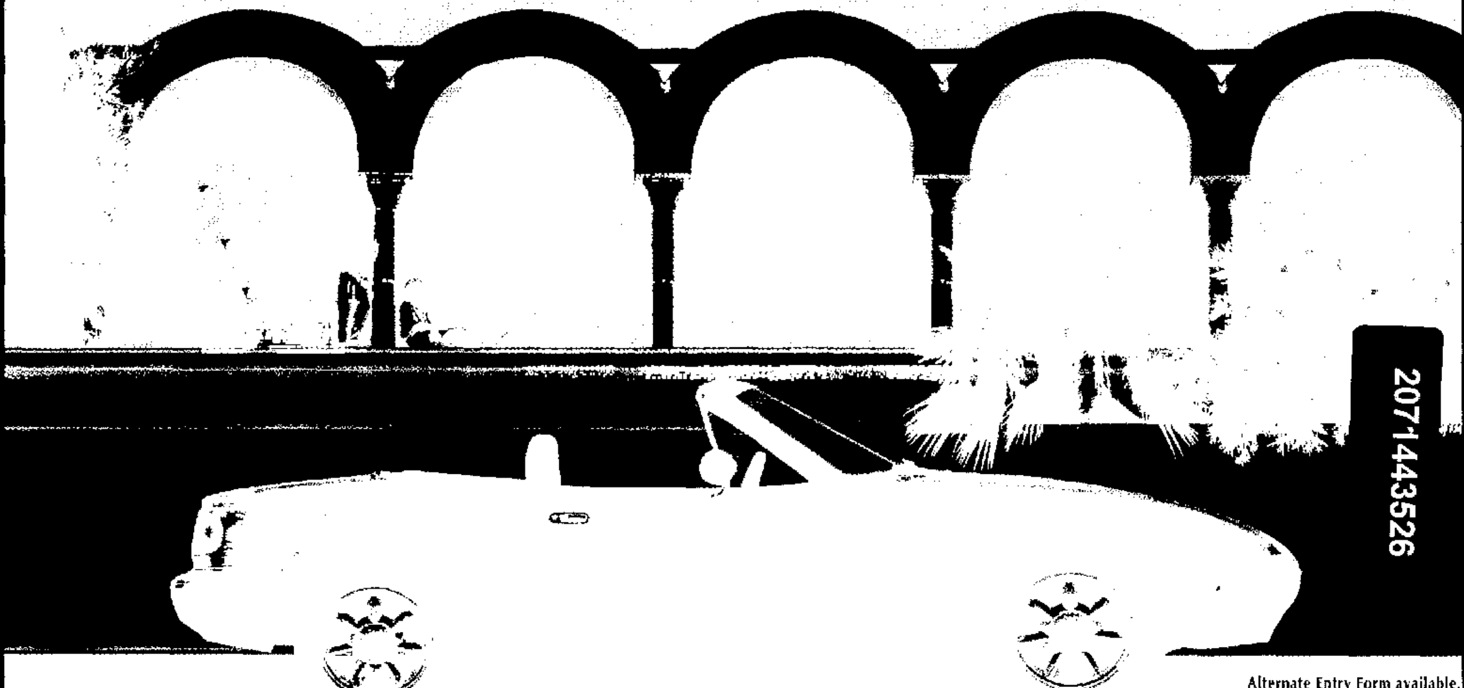
SPECIAL OFFER!

PARLIAMENT
Lights

PRESENTS

THE "PERFECT GETAWAY CAR" SWEEPSTAKES
Win a Mazda Miata



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Alternate Entry Form available.
See rules for details.

HERE'S HOW TO GET AWAY WITH THE PERFECT DEAL

Just fill out this coupon and redeem it with your next purchase for automatic sweepstakes entry!

GRAND PRIZE	10 FIRST PRIZES	5000 SECOND PRIZES
Mazda Miata Convertible	Cellular Car Phone	Parliament Sunglasses

OFFICIAL RULES — NO PURCHASE NECESSARY. ... VOID IN MICHIGAN, MASSACHUSETTS, VIRGINIA AND WHEREVER ELSE PROHIBITED. ... MAZDA DOES NOT SPONSOR OR ENDORSE THIS SWEEPSTAKES.

Box: 9 mg "tar," 0.7 mg nicotine · Soft: 9 mg "tar," 0.8 mg nicotine
100's: 12 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

REDEEM THIS COUPON TO ENTER!

Manufacturer's Coupon Expires 3/1/93

$2.00 OFF

Parliament

any carton or four packs of any style of Parliament Lights

Complete the following for a chance to win:

For your chance to win a Mazda Miata, and other valuable prizes, complete the following "Perfect Getaway Car" Sweepstakes Entry Form:

NAME ______________________

ADDRESS ______________________

CITY ____________ STATE ____ ZIP ________

PHONE ( ) ____________ ☐ MALE ☐ FEMALE

By entering this sweepstakes and signing below, I certify that I am a cigarette smoker 21 years of age or older. I have read and understand the rules and am also willing to receive free cigarette samples and incentive items in the mail, subject to applicable state and Federal laws. No purchase necessary.

Signature (Required) ____________ Birth Date / / (Required)

VOID

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. *No facsimiles accepted. Any other use constitutes fraud. Limited to* smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in USA. Consumer pays any sales tax for products purchased.

Retailer: Philip Morris will reimburse you the face value of this coupon, plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris USA, P.O. Box 7500, Kankakee, IL 60902.

My normal retail price per pack, including sales tax, is $__________

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PARLIAMENT
Lights

DRIVES THE PERFECT DEAL ON SEPTEMBER 20 WITH THE "PERFECT GETAWAY CAR" SWEEPSTAKES!

AND YOUR CUSTOMERS GET $2.00 OFF A CARTON OR 4 PACKS OF ANY STYLE PARLIAMENT LIGHTS. COUPON PROVIDES AUTOMATIC SWEEPSTAKES ENTRY.

THIS PROMOTION WILL:
- INCREASE SALES
- GENERATE CUSTOMER LOYALTY
- DRIVE STORE TRAFFIC

FULL-PAGE F.S.I. • 21 TOP VOLUME MARKETS • 16,897,000 TOTAL CIRCULATION

ALBANY	METRO NEW YORK	SCRANTON/WILKES-BARRE	DENVER
BOSTON	WESTCHESTER COUNTY	SYRACUSE	LOS ANGELES
BUFFALO	PHILADELPHIA	WESTERN MASS.	MIAMI
HARTFORD	PORTLAND, ME.	BALTIMORE/	ORLANDO
NEW HAVEN	RHODE ISLAND	WASHINGTON, D.C.	SAN FRANCISCO
MANCHESTER	ROCHESTER	CHICAGO	TAMPA

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RETAILER PARTICIPATION FORM

Be prepared as customers speed to your store to buy Parliament Kings Box, Parliament Kings Soft, and Parliament 100's.

DISTRIBUTOR _____ DATE _____

ACCOUNT NAME _____

ACCOUNT NUMBER (IF APPLICABLE) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

AUTHORIZED RETAILER SIGNATURE _____

DELIVERY DATE _____

BRAND PACKING	NO. CARTONS	CODE NO.

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